

HOOKSETT WELCOME CENTER REDEVELOPMENT

PROJECT DESCRIPTION: A unique public-private partnership consisting of the redevelopment of northbound and southbound rest areas in the Town of Hooksett along I-93 into full-service welcome centers with Common Man eateries, Irving fuel pumps, NH visitor centers and two new NH Liquor & Wine Outlet Stores. A 35-year ground lease contract between the State and Granite State Hospitality, LLC (GSH) was executed and required the developer/operator to design, build, finance, maintain and operate the facilities (with the exception of the NH Liquor & Wine Outlet Stores) for the 35-year period.

PROJECT GOALS:

- Obtain new, high-quality facilities to replace the existing rest areas and NH Liquor & Wine Outlet stores built in 1977.
- Ensure facility design and operation provides a positive and uniquely NH experience for all guests.
- Provide a fair return to the Turnpike System and for the transfer of the facilities in satisfactory condition to the State at the end of the lease term.



FACILITIES:

- Single structures on both the northbound and southbound sites with 16,000 square foot interactive visitor information centers operated by DRED. Northbound has a tourist theme and southbound has a “Life in NH” theme. Northbound is dedicated as the Raymond S. Burton Welcome Center.
- Buildings have a New Hampshire mill building architectural style and include 10,000 square foot food courts with a 1950’s Hi-Way Diner, Italian Farmhouse restaurant, old-time deli, and a coffee and breakfast shop, all operated by The Common Man family of restaurants in New Hampshire. No national food chains, all local.
- Expanded 20,000 square foot NH Liquor & Wine Outlet Stores at each facility.
- 24-hour NH General Store, 16 Irving fuel pumps, electric vehicle-charging stations and 41 rest rooms on each side.
- Expanded parking for passenger vehicles, trucks, and buses. Approximately 360 parking spaces on the NB site and 290 parking spaces on the SB site.



PROJECT COST & FINANCING:

- \$8.4 M NH Liquor & Wine Outlets (State funded)
- \$17.0 M Welcome Center and Fuel (Private Funding)
- \$6.3 M Site Work (Private Funding)
- \$31.7 M Total Public and Private Funding

PROJECTED SALES & REVENUE TO STATE

- Projected Gas Sales: 8 M gallons annually
- Projected Food Sales: \$13.5 M annually
- Projected Liquor Store Sales: \$40.5 M annually
- Minimum Guaranteed Rent: \$23.3 M*
- Projected Rent (Based on Sales): \$38.0 M*

*Over 35-year term to Turnpikes

PROJECT FACTS:

- Monthly construction expenditures reached \$3 million.
- Approximately 200 workers were on-site daily (NB and SB sites combined).
- More than 95% of workers, contractors, sub-contractors and materials were from New Hampshire.
- 4.0 million visitors are expected each year (NB and SB sites combined).

PROJECT TIMELINES:

Northbound:

- NH Liquor & Wine Outlet, General Store, Fuel Pumps and Bathrooms opened mid-September 2014.
- Visitor Center opened early January 2015.
- Common Man Hi-Way Diner opened NB late January 2015.
- Ribbon Cutting & Dedication, opening of remaining Common Man eateries, March 2015.

Southbound:

- NH Liquor & Wine Outlet and Bathrooms opened early October 2014.
- General Store & Fuel Pumps opened early December 2014.
- Common Man eateries start opening April 2015.



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STATS AND FACTS

- At 20,000 s/f each, the new NH Liquor & Wine Outlets are double the size of the existing locations.
- Spirit and wine selection increased 50% over the previous locations.
- 1,270 spirit SKUs are available at the northbound store – and 2,450 wine SKUs are available.
- The highest price spirit offering at both stores is Macallan M Decanter available for \$4,999.99. There are only 24 bottles of this rare Scotch whisky in the world and the New Hampshire Liquor & Wine Outlets has three bottles of it available for sale to the public – one is available at each the northbound and southbound stores.
- The highest price wine offering is a Chateau La Mission Haut Brion Pessac-Leognan 2009 available for \$1,159.99.
- In Fiscal Year 2013, sales at NH Liquor & Wine Outlet stores #66 & #67 were approximately \$34.5 million. The New Hampshire Liquor Commission (NHLC) projects up to \$6 million in sales increases between the two locations following the design improvements.
- The New Hampshire Liquor Commission (NHLC) operates 78 retail locations throughout the Granite State and serves more than 11 million customers each year.
- More than \$3 billion in net profits has been raised since the first store opened in 1934.
- NHLC had its best sales year ever in Fiscal Year 2014, generating \$626 million in gross sales, an increase of \$23 million – or nearly 4% over the previous fiscal year. Total liquor net profits transferred to New Hampshire's General Fund reached \$148 million, which are used to fund programs including education, health and social services, transportation and natural resource protection. NHLC is expecting to net an additional \$1 billion for New Hampshire's General Fund in the next seven years.
- Visit www.LiquorandWineOutlets.com to locate a store, search for product availability, learn about monthly sales, review wine tasting schedules, and sign up to receive significant savings with monthly Email Extras.
- The busiest days at the gas pumps and NH general store, in combined sales, since those elements opened were February 27, 2015 northbound and March 8, 2015 southbound.
- On March 13, 2015, there were more than 5,000 guests counted at the NH General Store northbound, resulting in 2,300 transactions.
- The hardwood flooring in both the north and southbound general stores is reclaimed wood that was intended for basketball courts at Manchester's JFK Coliseum but was never used. It was purchased at auction by The Common Man family.
- The waterfall northbound has a likeness of the Old Man of the Mountain carved into it.
- A large water wheel feature on the southbound side was hand-made using 150-year-old spokes and outer rims combined with new materials.
- Return on investment on tourism in NH: For every \$1 The Division of Travel and Tourism Development spends, \$9 is returned in state and local taxes and fees.
- 34.2 million recreation and business travelers came to NH during FY 13 and \$4.6 billion was spent by visitors.
- \$87 is the average a traveler spends per day when visiting the state.
- Tourism is New Hampshire's 2nd largest industry and contributes 68,000 jobs in NH.